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# News and Views

## from the Farm Management Staff

JAN 21 1965

UNITED STATES DEPARTMENT OF AGRICULTURE  
FEDERAL EXTENSION SERVICE  
Washington, D. C. 20250

FEDERAL RECORDS

December 28, 1964



Dear Farm Management Extension Workers:

Dr. Charles L. Beer joined our FES farm management group on November 22. He has been Program Leader in Farm Management Extension in Missouri since September 1962. Prior to going to Missouri he had been an Extension Economist at Michigan State University doing farm management work since 1956.

A native of Minnesota, Dr. Beer received a B.S. degree from the University of Minnesota in 1948. He was awarded the M.S. and Ph.D. degrees from Michigan State University in 1955 and 1957, respectively.

Prior to his graduate work at Michigan State University, Dr. Beer served as County Agricultural Extension Agent at Anoka, Minnesota, for 5 years. He is a member of the Alpha Zeta agricultural honorary, Epsilon Sigma Phi extension honorary, the American Farm Economic Association, and the American and Missouri Societies of Farm Managers and Rural Appraisers. He has also served as a faculty advisor at Michigan State for the agricultural economics club and student agricultural council, and has been member of the Student Activities Committee, American Farm Economic Association.

Dr. Beer (Charlie, as many of you know him) will be working primarily in the western region. We know that you will find Charlie most cooperative and interested in assisting you in any way possible.

### Florida Farm Management School for Agents

Clifford Alston, Farm Management Specialist, University of Florida, held a 2-week farm management training session for agricultural agents December 7-18, 1964. This training session was a joint effort between extension economists and the staff members of the Department of Agricultural Economics and the first of such sessions held at the University of Florida. Approximately 14 agents were in attendance. It involved a refresher of basic economic principles as well as workshop sessions on practical application of these principles. The objective of the over-all training session was to teach county agents what farm management is, to teach them how to make farm business analysis, and to acquaint them with tools they can use with farmers in farm management activities.

Charlie Beer assisted the Florida staff in conducting the first week of this training session.

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Cooperating with Land Grant Colleges and Universities



### Slide-Tape Technique Used in Michigan

The farm management extension staff at Michigan State University has prepared some synchronized slide-tape presentations on 15 subjects pertaining to farm management in order to expand their over-all coverage of farm management work in the State of Michigan. These slide tapes average 15 to 20 minutes in length and are made available to county agents for use in their counties. The major use of these is in connection with training schools with the agent using this tape to present the technical subject matter and the agent then follows with a discussion period helping the farmers to better understand how this subject matter can be used. The Michigan State Extension staff reports good acceptance of this idea by the county personnel. More details later.

### Farm Management Work in Europe

The Organization for Economic Cooperation and Development (OECD) sponsored a conference on advisory work in farm management November 9 to 11 in Paris. The meeting was attended by farm management extension representatives from a number of European countries, FAO, and the United States. Buel Lanpher represented the United States. Starting with a number of papers prepared in advance, the objective of the meeting was to prepare a publication which would be helpful to administrators and farm management workers in developing and improving farm management advisory work.

Attendance at this meeting, plus short visits with the FAO farm management group in Rome and with farm management specialists in Germany, provided some interesting observations on work in other countries. There appears to be a wide range in the experience and the stage of development of farm management programs in other countries. In Europe, they are looking on farm management programs as an integral part of over-all national economic development. Considerable attention is being given to the newer budgeting techniques. The simplified programming and gross margins approaches are being used in many places. It was observed that in Germany there was a strong movement to implement the use of linear programming in extension work.

### Personnel Changes

New to our ranks: Edward H. Harmes, Extension Farm Management Specialist, Arkansas; Michael S. Turner, Extension Economist, Nebraska; Richard O. Hawkins, Extension Specialist in Farm Management, Minnesota; Frederick J. Smith, Farm Management Specialist, Oregon; Larry W. Roberts, Specialist, Farm Management, TVA, Alabama; Gilbert C. Smith, Farm Management Specialist, New York.

Promotions: Robert F. Frary, Wyoming, is now Program Coordinator; Robert L. Johnstone, formerly Farm Management Specialist at Raleigh, North Carolina, has taken a position as Head of the Economics Department at Berea College, Berea, Kentucky; Glen C. Pulver who was formerly Farm Management Demonstrator at Wisconsin is now serving as Assistant Director of Extension at Lafayette, Indiana; J. Paxton Marshall, Maryland, was made Assistant Director for Programs.

Very truly yours,

*Buel Lanpher*

Buel Lanpher  
Charles Beer  
L. M. Vaughan  
E. P. Callahan  
Economists - Farm Management